Report: CLGR812
Region: 1

Marlboro Van Program Recap
Regional Summary By Section
Week Start 8/07/95 End 8/13/95

Date: 8/15/95
Time: 1:54:00
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| Sect Nmbr | Total Number Vans | Total Head Count | Total Hours | Total Surveys | Surveys Per Hour | Total Stores | AVERAGE PER VAN PER DAY: Stores | Total Contact | Smoker Surveys | % Marl. Surveys | Cartons Sold | Total Incentive | % Pack Incentive | % Of Strs Tot 2 Pak Displays | % Of Strs Achieved Gift Targ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11 | 19 | 30 | 564 | 3512 | 6.2 | 75 | 1.1 | 62.1 | 49.8 | 85.5 % | 25.5 | 40.4 | 75.0 % | 82.7 % | 48.0 % |
| 12 | 14 | 21 | 388 | 2304 | 5.9 | 65 | 1.3 | 60.9 | 47.5 | 79.7 % | 24.9 | 41.5 | 80.5 % | 64.6 % | 35.4 % |
| 13 | 22 | 34 | 636 | 5209 | 8.2 | 81 | 1.0 | 86.1 | 65.5 | 89.3 % | 43.3 | 57.7 | 69.8 % | 76.5 % | 72.8 % |
| 14 | 13 | 23 | 456 | 3751 | 8.2 | 58 | 1.0 | 74.3 | 65.8 | 88.1 % | 44.4 | 54.5 | 66.8 % | 94.8 % | 70.7 % |

Regional Totals

| Regular Event | WEEK | YTD |
|---|---|---|
| Total # of Vans | 68 | 75 |
| Total # of Stores | 278 | 4327 |
| Total Full Days | 231 | 3749 |
| Total Half Days | 47 | 578 |
| Days Worked | 254.5 | 4038.0 |
| Total Hours Worked | 2036 | 32304 |
| Total Contacts | 18378 | 318211 |
| Total Surveys | 14746 | 259605 |
| % Surveys / Contacts | 80.2 % | 81.6 % |
| % Marlboro Surveys | 86.6 % | 87.2 % |
| Total Marlboro Surveys | 12768 | 226392 |
| Totl Competitive Survey | 1978 | 33213 |
| Total Product Sold Ctns | 8978 | 145843 |
| Average Surveys Per Day | 58 | 64 |
| Total Stores CPW < 150 | 73 | 933 |
| Total Invalid Store #s | 30 | 402 |
| Average Contact Per Day | 72.2 | 78.8 |
| Total Store Advance POS | 195 | 3201 |
| Total Incentives | 12550 | 228912 |

| Mega Event | WEEK | YTD |
|---|---|---|
| Total # of Stores | 1 | 59 |
| Total Full Days | 1 | 56 |
| Total Half Days | | 3 |
| Days Worked | 1.0 | 57.5 |
| Total Hours Worked | 8 | 460 |
| Total Contacts | 35 | 6148 |
| Total Surveys | 30 | 4921 |
| % Surveys / Contacts | 85.7 % | 80.0 % |
| % Marlboro Surveys | 90.0 % | 83.6 % |
| Total Marlboro Surveys | 27 | 4113 |
| Totl Competitive Survey | 3 | 808 |
| Total Product Sold Ctns | 2 | 6662 |
| Average Surveys Per Day | 30 | 86 |
| Total Invalid Store #s | | 2 |
| Average Contact Per Day | 35.0 | 106.9 |
| Total Store Advance POS | | 52 |
| Total 2 Pk Lighter Dspy | 221 | 3570 |

Legend PR = Purchase Requirements

| POS # | PR | DESCRIPTION | WEEK | YTD |
|---|---|---|---|---|
| 75185 | 2P | Lighter | 3184 | 54747 |
| 75212 | 2P | Beverage Cooler | 990 | 16106 |
| 75188 | 3P | Freezer Mug | 1360 | 23555 |
| 75208 | 3P | Cap, Baseball | 888 | 15673 |
| 75229 | 5P | White T-Shirt | 1416 | 24897 |
| 75230 | 5P | Black T-Shirt | 972 | 16470 |
| % Pack | | Incentives | 72.0 % | 72.0 % |
| Total | | Pack Incentives | 9030 | 164791 |
| 75192 | 1C | Sand Chair | | 1591 |
| 75210 | 1C | Beach Towel 72 | 1480 | 28315 |
| 77777 | 1C | B.B.Q. Set | 220 | 13343 |
| 75184 | 2C | Umbrella, Mega | 77 | 2031 |
| 75225 | 2C | Duffle Bag | 795 | 15098 |
| 75228 | 2C | Cooler Coleman | 675 | 13904 |
| 89241 | 3C | Shaving Kit, Mega | 421 | 1717 |
| 75189 | 5C | Tool Kit, Mega | 32 | 748 |
| 89242 | 7C | MCS Gear Bag, Mega | 40 | 717 |
| Total | | Carton Incentives | 3520 | 64121 |

Source: https://www.industrydocuments.ucsf.edu/docs/kgkm0004

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Marlboro Van Program Recap
Regional Summary By Section
Week Start 8/07/95 End 8/13/95

Date: 8/15/95
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| Sect Nmbr | Total Number Vans | Total Head Count | Total Hours | Total Surveys | Surveys Per Hour | Total Stores | AVERAGE PER VAN PER DAY: Stores | Total Contact | Smoker Surveys | % Marl. Surveys | Cartons Sold | Total Incentive | % Pack Incentive | % Of Strs Tot 2 Pak Displays | % Of Strs Achieved Gift Targ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 21 | 19 | 31 | 600 | 4391 | 7.3 | 76 | 1.0 | 69.8 | 58.5 | 83.2 % | 46.9 | 52.1 | 65.6 % | 85.5 % | 64.5 % |
| 22 | 22 | 35 | 624 | 4834 | 7.7 | 80 | 1.0 | 71.4 | 62.0 | 83.2 % | 49.6 | 50.6 | 65.3 % | 81.3 % | 56.3 % |
| 23 | 30 | 49 | 920 | 8562 | 9.3 | 116 | 1.0 | 87.8 | 74.5 | 81.6 % | 48.8 | 59.3 | 68.3 % | 84.5 % | 78.4 % |
| 24 | 22 | 38 | 800 | 7666 | 9.6 | 102 | 1.0 | 82.8 | 76.7 | 76.6 % | 32.7 | 49.2 | 76.1 % | 66.7 % | 69.6 % |

Regional Totals

| Regular Event | WEEK | YTD |
|---|---|---|
| Total # of Vans | 93 | 97 |
| Total # of Stores | 374 | 4936 |
| Total Full Days | 362 | 4808 |
| Total Half Days | 12 | 128 |
| Days Worked | 368.0 | 4872.0 |
| Total Hours Worked | 2944 | 38976 |
| Total Contacts | 29174 | 425660 |
| Total Surveys | 25453 | 365588 |
| % Surveys / Contacts | 87.2 % | 85.9 % |
| % Marlboro Surveys | 80.7 % | 81.8 % |
| Total Marlboro Surveys | 20538 | 299097 |
| Totl Competitive Survey | 4915 | 66491 |
| Total Product Sold Ctns | 16268 | 203347 |
| Average Surveys Per Day | 69 | 75 |
| Total Stores CPW < 150 | 96 | 1147 |
| Total Invalid Store #s | 47 | 477 |
| Average Contact Per Day | 79.3 | 87.4 |
| Total Store Advance POS | 255 | 3455 |
| Total Incentives | 19589 | 300131 |

| Mega Event | WEEK | YTD |
|---|---|---|
| Total # of Stores | | 109 |
| Total Full Days | | 94 |
| Total Half Days | | 15 |
| Days Worked | .0 | 101.5 |
| Total Hours Worked | | 812 |
| Total Contacts | | 8246 |
| Total Surveys | | 5855 |
| % Surveys / Contacts | .0 % | 71.0 % |
| % Marlboro Surveys | .0 % | 81.5 % |
| Total Marlboro Surveys | | 4772 |
| Totl Competitive Survey | | 1083 |
| Total Product Sold Ctns | | 8923 |
| Average Surveys Per Day | | 58 |
| Total Invalid Store #s | | 13 |
| Average Contact Per Day | .0 | 81.2 |
| Total Store Advance POS | | 64 |
| Total 2 Pk Lighter Dspy | 296 | 4196 |

Legend PR = Purchase Requirements

| POS # | PR | DESCRIPTION | WEEK | YTD |
|---|---|---|---|---|
| 75185 | 2P | Lighter | 3236 | 43634 |
| 75212 | 2P | Beverage Cooler | 1773 | 24561 |
| 75188 | 3P | Freezer Mug | 1498 | 27255 |
| 75208 | 3P | Cap, Baseball | 1722 | 24731 |
| 75229 | 5P | White T-Shirt | 3136 | 51696 |
| 75230 | 5P | Black T-Shirt | 1853 | 26519 |
| % Pack | | Incentives | 69.1 % | 72.0 % |
| Total | | Pack Incentives | 13541 | 215981 |
| 75192 | 1C | Sand Chair | 9 | 2271 |
| 75210 | 1C | Beach Towel 72 | 2343 | 37253 |
| 77777 | 1C | B.B.Q. Set | 323 | 17585 |
| 75184 | 2C | Umbrella, Mega | 250 | 3866 |
| 75225 | 2C | Duffle Bag | 1051 | 15935 |
| 75228 | 2C | Cooler Coleman | 1107 | 18225 |
| 89241 | 3C | Shaving Kit, Mega | 1033 | 3734 |
| 75189 | 5C | Tool Kit, Mega | 123 | 1456 |
| 89242 | 7C | MCS Gear Bag, Mega | 132 | 1410 |
| Total | | Carton Incentives | 6048 | 84150 |

Source: https://www.industrydocuments.ucsf.edu/docs/kgkm0004

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Marlboro Van Program Recap
Regional Summary By Section
Week Start 8/07/95 End 8/13/95

Date: 8/15/95
Time: 1:54:00


| Sect Nmbr | Total Number Vans | Total Head Count | Total Hours | Total Surveys | Surveys Per Hour | Total Stores | AVERAGE PER VAN PER DAY: Stores | Total Contact | Smoker Surveys | % Marl. Surveys | Cartons Sold | Total Incentive | % Pack Incentive | % Of Strs Tot 2 Pak Displays | % Of Strs Achieved Gift Targ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 31 | 13 | 21 | 424 | 4255 | 10.0 | 53 | 1.0 | 93.5 | 80.3 | 84.3 % | 56.5 | 66.4 | 67.8 % | 92.5 % | 83.0 % |
| 32 | 19 | 25 | 592 | 4406 | 7.4 | 77 | 1.0 | 75.1 | 59.5 | 83.1 % | 35.3 | 45.5 | 73.5 % | 84.4 % | 53.2 % |
| 33 | 17 | 22 | 552 | 3715 | 6.7 | 69 | 1.0 | 67.7 | 53.8 | 83.1 % | 45.7 | 48.0 | 64.4 % | 71.0 % | 62.3 % |
| 35 | 13 | 21 | 412 | 3497 | 8.5 | 54 | 1.0 | 85.6 | 67.9 | 86.8 % | 39.6 | 55.5 | 75.0 % | 92.6 % | 68.5 % |
| 36 | 18 | 29 | 488 | 3786 | 7.8 | 61 | 1.0 | 79.5 | 62.1 | 89.2 % | 30.2 | 47.7 | 80.7 % | 80.3 % | 62.3 % |

Regional Totals

| Regular Event | WEEK | YTD | Mega Event | WEEK | YTD |
|---|---|---|---|---|---|
| Total # of Vans | 80 | 82 | | | |
| Total # of Stores | 313 | 4242 | Total # of Stores | 1 | 123 |
| Total Full Days | 302 | 4106 | Total Full Days | 1 | 121 |
| Total Half Days | 11 | 136 | Total Half Days | | 2 |
| Days Worked | 307.5 | 4174.0 | Days Worked | 1.0 | 122.0 |
| Total Hours Worked | 2460 | 33392 | Total Hours Worked | 8 | 976 |
| Total Contacts | 24310 | 348557 | Total Contacts | 135 | 10590 |
| Total Surveys | 19562 | 280806 | Total Surveys | 97 | 7909 |
| % Surveys / Contacts | 80.5 % | 80.6 % | % Surveys / Contacts | 71.9 % | 74.7 % |
| % Marlboro Surveys | 85.2 % | 84.9 % | % Marlboro Surveys | 91.8 % | 77.6 % |
| Total Marlboro Surveys | 16661 | 238359 | Total Marlboro Surveys | 89 | 6136 |
| Totl Competitive Survey | 2901 | 42447 | Totl Competitive Survey | 8 | 1773 |
| Total Product Sold Ctns | 12423 | 139877 | Total Product Sold Ctns | 217 | 11175 |
| Average Surveys Per Day | 64 | 67 | Average Surveys Per Day | 97 | 65 |
| Total Stores CPW < 150 | 98 | 1206 | | | |
| Total Invalid Store #s | 42 | 463 | Total Invalid Store #s | | 16 |
| Average Contact Per Day | 79.1 | 83.5 | Average Contact Per Day | 135.0 | 86.8 |
| Total Store Advance POS | 199 | 2639 | Total Store Advance POS | 1 | 89 |
| Total Incentives | 15969 | 232315 | Total 2 Pk Lighter Dspy | 262 | 3647 |

| POS # | PR | DESCRIPTION | WEEK | YTD |
|---|---|---|---|---|
| 75185 | 2P | Lighter | 2730 | 38924 |
| 75212 | 2P | Beverage Cooler | 1699 | 24415 |
| 75188 | 3P | Freezer Mug | 1449 | 22910 |
| 75208 | 3P | Cap, Baseball | 1410 | 22140 |
| 75229 | 5P | White T-Shirt | 2525 | 34233 |
| 75230 | 5P | Black T-Shirt | 1254 | 17918 |
| % Pack | | Incentives | 71.9 % | 75.4 % |
| Total | | Pack Incentives | 11487 | 175087 |
| 75192 | 1C | Sand Chair | 5 | 1892 |
| 75210 | 1C | Beach Towel 72 | 1635 | 24673 |
| 77777 | 1C | B.B.Q. Set | 420 | 14547 |
| 75184 | 2C | Umbrella, Mega | 253 | 3092 |
| 75225 | 2C | Duffle Bag | 872 | 10997 |
| 75228 | 2C | Cooler Coleman | 836 | 12183 |
| 89241 | 3C | Shaving Kit, Mega | 616 | 2231 |
| 75189 | 5C | Tool Kit, Mega | 129 | 1064 |
| 89242 | 7C | MCS Gear Bag, Mega | 136 | 1096 |
| Total | | Carton Incentives | 4482 | 57228 |

Legend PR = Purchase Requirements

Source: https://www.industrydocuments.ucsf.edu/docs/kgkm0004

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Marlboro Van Program Recap
Regional Summary By Section
Week Start 8/07/95 End 8/13/95

Date: 8/15/95
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| Sect Nmbr | Total Number Vans | Total Head Count | Total Hours | Total Surveys | Surveys Per Hour | Total Stores | AVERAGE PER VAN PER DAY: Stores | Total Contact | Smoker Surveys | % Marl. Surveys | Cartons Sold | Total Incentive | % Pack Incentive | % Of Strs Tot 2 Pak Displays | % Of Strs Achieved Gift Targ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 41 | 18 | 30 | 616 | 5885 | 9.6 | 82 | 1.1 | 93.7 | 76.4 | 81.6 % | 49.6 | 64.4 | 70.5 % | 87.8 % | 72.0 % |
| 42 | 16 | 27 | 520 | 3586 | 6.9 | 65 | 1.0 | 61.7 | 55.2 | 70.9 % | 33.9 | 46.6 | 72.2 % | 83.1 % | 56.9 % |
| 43 | 16 | 26 | 472 | 4772 | 10.1 | 60 | 1.0 | 88.6 | 80.9 | 80.5 % | 46.5 | 63.5 | 71.1 % | 66.7 % | 73.3 % |
| 44 | 14 | 20 | 472 | 4061 | 8.6 | 61 | 1.0 | 80.1 | 68.8 | 88.3 % | 46.4 | 61.5 | 69.8 % | 77.0 % | 70.5 % |
| 45 | 14 | 19 | 360 | 2139 | 5.9 | 48 | 1.1 | 60.5 | 47.5 | 80.6 % | 29.0 | 39.3 | 68.7 % | 72.9 % | 45.8 % |

Regional Totals

| Regular Event | WEEK | YTD |
|---|---|---|
| Total # of Vans | 78 | 84 |
| Total # of Stores | 313 | 4623 |
| Total Full Days | 291 | 4195 |
| Total Half Days | 22 | 428 |
| Days Worked | 302.0 | 4409.0 |
| Total Hours Worked | 2416 | 35272 |
| Total Contacts | 23770 | 383861 |
| Total Surveys | 20331 | 327234 |
| % Surveys / Contacts | 85.5 % | 85.2 % |
| % Marlboro Surveys | 80.6 % | 81.8 % |
| Total Marlboro Surveys | 16395 | 267600 |
| Totl Competitive Survey | 3936 | 59634 |
| Total Product Sold Ctns | 12643 | 179726 |
| Average Surveys Per Day | 67 | 74 |
| Total Stores CPW < 150 | 56 | 775 |
| Total Invalid Store #s | 32 | 479 |
| Average Contact Per Day | 78.7 | 87.1 |
| Total Store Advance POS | 193 | 3186 |
| Total Incentives | 17137 | 290211 |

| Mega Event | WEEK | YTD |
|---|---|---|
| Total # of Stores | 3 | 141 |
| Total Full Days | 3 | 133 |
| Total Half Days | | 8 |
| Days Worked | 3.0 | 137.0 |
| Total Hours Worked | 24 | 1096 |
| Total Contacts | 132 | 11589 |
| Total Surveys | 112 | 9370 |
| % Surveys / Contacts | 84.8 % | 80.9 % |
| % Marlboro Surveys | 91.1 % | 81.2 % |
| Total Marlboro Surveys | 102 | 7604 |
| Totl Competitive Survey | 10 | 1766 |
| Total Product Sold Ctns | 165 | 10410 |
| Average Surveys Per Day | 37 | 68 |
| Total Invalid Store #s | 1 | 25 |
| Average Contact Per Day | 44.0 | 84.6 |
| Total Store Advance POS | 2 | 111 |
| Total 2 Pk Lighter Dspy | 248 | 4030 |

| POS # | PR | DESCRIPTION | WEEK | YTD |
|---|---|---|---|---|
| 75185 | 2P | Lighter | 3227 | 50143 |
| 75212 | 2P | Beverage Cooler | 1560 | 25934 |
| 75188 | 3P | Freezer Mug | 1752 | 32436 |
| 75208 | 3P | Cap, Baseball | 1415 | 23229 |
| 75229 | 5P | White T-Shirt | 2543 | 40079 |
| 75230 | 5P | Black T-Shirt | 1560 | 25953 |
| % Pack | | Incentives | 70.6 % | 73.4 % |
| Total | | Pack Incentives | 12095 | 213022 |
| 75192 | 1C | Sand Chair | 32 | 3227 |
| 75210 | 1C | Beach Towel 72 | 2135 | 34675 |
| 77777 | 1C | B.B.Q. Set | 38 | 15248 |
| 75184 | 2C | Umbrella, Mega | 168 | 3470 |
| 75225 | 2C | Duffle Bag | 1042 | 15939 |
| 75228 | 2C | Cooler Coleman | 977 | 15935 |
| 89241 | 3C | Shaving Kit, Mega | 603 | 2323 |
| 75189 | 5C | Tool Kit, Mega | 48 | 847 |
| 89242 | 7C | MCS Gear Bag, Mega | 37 | 773 |
| Total | | Carton Incentives | 5042 | 77189 |

Legend PR = Purchase Requirements

Source: https://www.industrydocuments.ucsf.edu/docs/kgkm0004

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Marlboro Van Program Recap
Regional Summary By Section
Week Start 8/07/95 End 8/13/95

Date: 8/15/95
Time: 1:54:00
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| Sect Nmbr | Total Number Vans | Total Head Count | Total Hours | Total Surveys | Surveys Per Hour | Total Stores | AVERAGE PER VAN PER DAY: Stores | Total Contact | Smoker Surveys | % Marl. Surveys | Cartons Sold | Total Incentive | % Pack Incentive | % Of Strs Tot 2 Pak Displays | % Of Strs Achieved Gift Targ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 51 | 14 | 19 | 464 | 2323 | 5.0 | 58 | 1.0 | 47.6 | 40.1 | 84.0 % | 24.1 | 32.3 | 72.7 % | 81.0 % | 41.4 % |
| 52 | 10 | 14 | 328 | 2109 | 6.4 | 41 | 1.0 | 59.6 | 51.4 | 79.2 % | 27.7 | 38.4 | 76.1 % | 87.8 % | 41.5 % |
| 53 | 16 | 21 | 560 | 3609 | 6.4 | 71 | 1.0 | 70.7 | 51.6 | 87.4 % | 43.3 | 42.4 | 64.3 % | 87.3 % | 50.7 % |
| 54 | 20 | 32 | 748 | 5871 | 7.8 | 94 | 1.0 | 79.2 | 62.8 | 91.6 % | 42.9 | 46.6 | 67.4 % | 53.2 % | 62.8 % |

Regional Totals

| Regular Event | WEEK | YTD |
|---|---|---|
| Total # of Vans | 60 | 65 |
| Total # of Stores | 263 | 3465 |
| Total Full Days | 260 | 3335 |
| Total Half Days | 3 | 130 |
| Days Worked | 261.5 | 3400.0 |
| Total Hours Worked | 2092 | 27200 |
| Total Contacts | 17512 | 255057 |
| Total Surveys | 13890 | 200502 |
| % Surveys / Contacts | 79.3 % | 78.6 % |
| % Marlboro Surveys | 87.4 % | 85.1 % |
| Total Marlboro Surveys | 12140 | 170644 |
| Totl Competitive Survey | 1750 | 29858 |
| Total Product Sold Ctns | 9526 | 104956 |
| Average Surveys Per Day | 53 | 59 |
| Total Stores CPW < 150 | 71 | 782 |
| Total Invalid Store #s | 30 | 370 |
| Average Contact Per Day | 67.0 | 75.0 |
| Total Store Advance POS | 199 | 2414 |
| Total Incentives | 10777 | 157954 |

| Mega Event | WEEK | YTD |
|---|---|---|
| Total # of Stores | 1 | 64 |
| Total Full Days | 1 | 62 |
| Total Half Days | | 2 |
| Days Worked | 1.0 | 63.0 |
| Total Hours Worked | 8 | 504 |
| Total Contacts | 48 | 5197 |
| Total Surveys | 22 | 3631 |
| % Surveys / Contacts | 45.8 % | 69.9 % |
| % Marlboro Surveys | 77.3 % | 79.3 % |
| Total Marlboro Surveys | 17 | 2878 |
| Totl Competitive Survey | 5 | 753 |
| Total Product Sold Ctns | 45 | 5170 |
| Average Surveys Per Day | 22 | 58 |
| Total Invalid Store #s | | 14 |
| Average Contact Per Day | 48.0 | 82.5 |
| Total Store Advance POS | 1 | 52 |
| Total 2 Pk Lighter Dspy | 195 | 2839 |

Legend PR = Purchase Requirements

| POS # | PR | DESCRIPTION | WEEK | YTD |
|---|---|---|---|---|
| 75185 | 2P | Lighter | 2790 | 38596 |
| 75212 | 2P | Beverage Cooler | 708 | 10416 |
| 75188 | 3P | Freezer Mug | 720 | 15000 |
| 75208 | 3P | Cap, Baseball | 1038 | 14824 |
| 75229 | 5P | White T-Shirt | 1084 | 15691 |
| 75230 | 5P | Black T-Shirt | 663 | 9669 |
| % Pack | | Incentives | 68.7 % | 72.8 % |
| Total | | Pack Incentives | 7409 | 114958 |
| 75192 | 1C | Sand Chair | 4 | 1712 |
| 75210 | 1C | Beach Towel 72 | 1053 | 15973 |
| 77777 | 1C | B.B.Q. Set | 406 | 10762 |
| 75184 | 2C | Umbrella, Mega | 116 | 1792 |
| 75225 | 2C | Duffle Bag | 688 | 10463 |
| 75228 | 2C | Cooler Coleman | 606 | 8727 |
| 89241 | 3C | Shaving Kit, Mega | 621 | 2333 |
| 75189 | 5C | Tool Kit, Mega | 115 | 962 |
| 89242 | 7C | MCS Gear Bag, Mega | 165 | 1034 |
| Total | | Carton Incentives | 3368 | 42996 |

Source: https://www.industrydocuments.ucsf.edu/docs/kgkm0004